GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2698
ANSWERED ON:05.12.2002
EARNINGS FROM CABLE TELEVISION
VUKKALA RAJESWARAMMA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether huge earnings from cable television are a bone of contention between operators and broadcasters;

(b) the approximate earnings per year from subscribers and advertisers; and

(c) the action proposed to amend the Cable Network Regulation Act, 1995 at an early date to benefit the consumers?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)
(a) & (b): This Ministry does not maintain record of earnings of cable operators or broadcasters. There are no legal provisions in the Cable Television Networks (Regulation) Act, 1995 or the Rules framed thereunder to regulate the subscription charges levied by the pay channels/cable operators or the charges payable by the cable operators to the TV Broadcasting Companies. These are purely contractual affairs between the Broadcasting Companies, cable operators and the subscribers and are market driven.
(c): Government has introduced the Cable Television Networks (Regulation) Amendment Bill, 2002 with a view to mandating an addressable system for pay channel viewing, through cable networks. The system when mandated will allow the consumer to choose and pay for the channel(s) he wishes to watch.